INFORMATION LETTER

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FDA Plans More Activity In Food Standards Field

That the Food and Drug Administration intends to resume active work in the food standards field is indicated this week by an official announcement of appointments to the FDA's Food Standards Committee. The committee is an advisory group of state and federal officials which makes recommendations to the Commissioner of Food and Drugs in regard to food standards.

Commissioner George P. Larrick said that "industry groups and consumers have been urging that the Food and Drug Administration resume active work in the food standards field."

Renewed activity in this field was one of the recommendations of the Citizens Advisory Committee on the Food and Drug Administration in its report of July, 1955.

A meeting of the Food Standards Committee is planned early in 1957, FDA said, "to discuss problems and situations now requiring attention." Consumers, officials, and members of the food industries who have suggestions for consideration by the committee are invited to send them to Joseph Callaway, Secretary, Food Standards Branch, Food and Drug Administration, Washington 25, D. C.

Frank A. Vorhes, Chief of the FDA Division of Food and a member of the committee, has been designated as chairman. Malcolm R. Stephens, Director of the FDA Bureau of Enforcement, has been appointed as the second FDA member, to succeed William A. Queen.

Other members of the seven-man Food Standards Committee are:

Gilman K. Crowell, Chief, Division of Food and Chemistry, State Department of Health, Concord, N. H.;

Joe F. Lakey, Director, Bureau of Food and Drugs, State Department of Health, Austin, Texas;

T. E. Sullivan, Director, Division of Foods and Drugs, State Department of Health, Indianapolis, Ind.; and

Orlen J. Weimann, Chief, Milk, Food and Drug Section, State Department of Health, Concord, N. H.

Convention Session Will Feature Outstanding Scientists, Dr. Baker and Dr. Newton, on Research Subjects

Dr. W. R. G. Baker, vice president of General Electric Company and a celebrated pioneer in the field of electronics, will be a featured speaker at the Second General Session, Sunday morning, February 17, of the forthcoming 50th Anniversary Convention of the N.C.A., it is announced by President W. U. Hudson. The session is scheduled for the Williford Room, Conrad Hilton Hotel, Chicago.

Dr. Baker's speech title is "The Impact of Automation on Industry." He will speak from a background of nearly four decades of experience in telecommunications during which he has won national acclaim for his work as chairman of two National Television System Committees which developed standards for monochrome television in 1941 and color television in 1953. Late in World War II Dr. Baker headed the Radio Technical Planning Board established by the electronics industry to formulate postwar frequency allocations for all broadcasting services. In 1952, the Institute of Radio Engineers awarded Dr. Baker its Medal of Honor. In the following year he received a similar award from the Radio-Electronics-Television Manufacturers Association.

His first work in radio was undertaken in World War I when he was actively engaged in development of devices for aircraft and ships. During World War II he was cited for outstanding services by both the Army and Navy for contributions to development, design and production of complex radar and radio equipment. He was awarded the Army's "Medal of Freedom" citation in 1953 for advice and guidance to the Chief of Staff and Secretary of the Army on utilization of electronic devices in the Korean War.

After receiving degrees in electrical engineering at Union College, Dr. Baker joined General Electric in 1917 and has been a vice president of that company since 1941. His headquarters are at Syracuse, N. Y., where he supervised the activities of G-E electronic plants and laboratories from coast to coast until June of this year when he was made a consultant to the company's executive offices.

Another featured speaker at the Research General Session will be Dr.

Canning Industry Represented on Fruit and Vegetable Study

C. A. Greenleaf, Associate Director of the N.C.A. Washington Research Laboratory, has been named a member of the Fruits and Vegetables Task Group which is to advise the President's bipartisan Commission on Increased Industrial Use of Agricultural Products.

Appointment of the 14-member Fruits and Vegetables Task Group was announced January 2 by J. Leroy Welsh, chairman of the Commission. The announcement said that the task group "will review the present technical and economic position of fruit and vegetable industries to appraise current and planned research on utilization of fruit and vegetable products."

In addition to Mr. Greenleaf, other members of the Fruits and Vegetables Task Group who are well known in the canning industry are W. E. Baier, Exchange Orange Products Co., Ontario, Calif., F. Gilbert Lamb of Lamb-Weston, Inc., Weston, Ore., and A. J. Rogers, Cherry Growers, Inc., Traverse City, Mich.

The group is expected to submit an advisory report on its findings to the over-all Commission in order that preliminary recommendations for legislative action may be presented to the 85th Congress this January.

First meeting of the Fruits and Vegetables Task Group, the last of 15 such groups appointed by the Commission, will be held in Washington, D. C., January 11-12. Chairman of the group is H. C. Diehl, director and secretary of the Refrigeration Research Foundation, Colorado Springs,

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Roy C. Newton, also a prominent scientific figure, vice president in charge of research of Swift & Company. He is well known in the food and canning industries for the contribution of many valuable processes and hundreds of improved forms of food and food by-products. Director of research at Swift since 1941 and for 10 years prior to that the company's chief chemist, Dr. Newton also has originated a well-known program of Swift research fellowships extended to numerous colleges and universities. He is a past president of the Institute of Food Technologists, and former chairman of the Chicago Section of the American Chemical Society.

Dr. Newton has been serving during the past year as Chairman of a Civil Defense Foods Advisory Committee of the National Academy of Sciences-National Research Council which has made recommendations for industry protection and defense against not only potential enemy bomb attacks but also against such overt acts as biological warfare, chemical warfare or sabotage. He will report to the Convention on the Committee's findings and recommend..tions. One that bears directly on the food industries is that the Food and Drug Administration furnish instruction to industry in the form of training courses for personnel, manuals and other information. Dr. Newton will be followed on the program at Chicago by the FDA man in charge of this work, Homer J. McConnell, whose topic will be the "Food Industry Civil Defense Schools."

Opening the General Research Session of Sunday morning, February 17, will be a presentation of "Research Problem Solving" by Warren Berg, Director of Business Development of Arthur D. Little, Inc., and Walter Cairns of the Management and Business Development of that firm, which is well known as a pioneer in consulting industrial research. In recent years an extensive literature on research administration has been produced which contains counsel on budgeting on research costs, programming of work, planning of physical facilities, and problems of personnel administration. The presentation at the Convention by Messrs. Berg and Cairns will explore the matter of the defining of research problems to be solved.

In addition to the formal program of speakers Sunday morning, the N.C.A. Research Laboratories will conduct three "Research Luncheon" meetings on Sunday, Monday, and Tuesday, February 17, 18 and 19, respectively, at which specific canning industry technical problems will be covered. The Sunday and Monday luncheon meetings will deal with practical application of instrumentation in the cannery, with probably two speakers at each luncheon, drawn from the membership of the Canning Machinery and Supplies Association, whose committee, under chairmanship of M. R. Feeney, is managing the arrangements in cooperation with the Washington Laboratory staff. The research luncheon meeting scheduled for Tuesday, February 19, will be a panel on color scoring of tomato juice, made up of representatives of USDA and industry and with M. R. McCallum of the Washington Laboratory presiding.

U. S. Population Increases 13 Percent from 1950 to 1956

The U. S. population on January 1, 1957, including armed forces overseas, is estimated by the Bureau of the Census at about 169.9 million. This represents an increase of about 2.8 million over the New Year 1956 figure of 166.8 million and is almost 13 percent more than the 150.7 total reported in the 1950 Census.

About 14.4 million persons are 65 years old and over, 17 percent more than the 12.3 million reported in 1950. Children under 5 years old number 18.7 million, up 15 percent from the 16.2 million in 1950. The median age of the population in 1956 was 29.9 years, compared with 30.2 years in 1950.

The metropolitan population is reported to be growing at four times the rate in other sections, according to a sample study of 1950 and 1956 figures for 168 metropolitan areas.

The largest net gain in population since 1950 was attained in the North Central region, up about 4 million. The South continued to lead in "natural increase," the balance of births over deaths, and in "export" of population. The South's net gain of 3.6 million was equalled in the West. The smallest net gain from 1950 to 1956 was in the Northeast.

The following table shows the net gain in population of the four major regions from 1950 through 1956, with births, deaths, and migration.

Region	Net gain	Births (millions)	Deaths (millions)	Migration (thousands)
North Central	4.0	6.0	2.4	+385
West	3.8	2.9	1.0	+1,800
South	3.6	7.0	2.2	−1,200
Northeast	2.4	4.6	2.2	−40

Business Activity Reflects Many Strong Demand Forces

Business activity continues to reflect strong demand forces at work in most major sectors of the economy, according to the Commerce Department's December *Survey of Current Business.*

Further advances in the income flow and the high rate of employment were being reflected in buying at retail stores. Retail sales in October and November were 1 percent above the third quarter rate, seasonally adjusted, and 3 percent above the same months a year ago. A large part of the year-to-year rise was due to higher retail commodity prices.

Expenditures for plant and equipment, on a seasonably adjusted annual rate basis, are expected to advance in the first three month of 1957, although the rate of increase appears to have moderated from that of last year.

Additions to business inventories continued slightly above the September rate, substantially above that of July-August when the flow of steel was interrupted, but about equal to the monthly advance in the first half of the year.

Personal income reached a seasonally adjusted annual rate of $332½ billion, up $3 billion from September and $21 billion or 6½ percent above a year ago. Government purchasing of goods and services has also been increasing. Total construction activity has remained virtually unchanged over the last half-year.

The pattern of employment in November was mixed and subject to seasonal influences, resulting in a decline in the total number at work and a rise in unemployment from October. Employment in nonagricultural establishments, seasonally corrected, continued at the October volume of nearly 52 million, an increase of over a million from November of 1955. The rise in employment over the past year has been mainly in nonmanufacturing industries, with the major increases concentrated in trade, construction, and state and local government.

A substantial part of the rising dollar volume of business over the past year is reported as due to higher prices. The consumer price index rose one-half percent from September to October and was 2½ percent above a year ago. Wholesale prices were slightly higher in November, as lower farm prices largely offset higher in-

dustrial prices. Compared with last year, the wholesale price index has advanced 4 percent.

With the monetary authorities continuing to exercise a policy of restraint, the pressure by business and individuals to obtain funds for capital and other purposes has resulted in a further upward movement of interest rates which are currently at new highs for the postwar period.

1956 Pack of Green and Wax Beans

The 1956 pack of all canned green beans totaled 22,060,588 actual cases and the pack of canned wax beans totaled 3,357,181 actual cases, according to a report by the N.C.A. Division of Statistics.

These totals compare with 22,203,743 cases of green beans and 2,730,476 cases of wax beans in 1955.

Detailed reports will be mailed to all bean canners and details of the pack by states will be reported in the next issue of the INFORMATION LETTER.

1956 Pack of Canned Pears

The 1956 pack of canned pears totaled 11,117,064 actual cases as compared with the 1955 pack of 10,573,789 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of standard cases of 24/2½, the 1956 pack amounted to 8,881,358 cases compared with 8,845,416 cases in 1955.

State	1955	1956
	(actual cases)	
Washington and Oregon	5,098,238	5,167,048
California	4,304,291	5,427,358
Other states	571,270	502,058
U. S. Total	10,573,789	11,117,064

1956 Pack of Pumpkin and Squash

The 1956 pack of canned pumpkin and squash totaled 4,217,323 actual cases compared with the 1955 pack of 3,568,472 cases, according to a report by the N.C.A. Division of Statistics. These totals include pumpkin and squash pie mix.

State	1955	1956
	(actual cases)	
New York and Maine	404,664	223,414
Md., Del., and N. J.	221,222	288,334
Ohio	145,463	176,964
Indiana	136,623	172,946
Illinois and Iowa	1,660,545	2,101,092
Western states	647,053	922,290
Other states	412,902	332,283
U. S. Total	3,568,472	4,217,323

Western states comprise Calif., Colo., Idaho, Mont., Ore., and Utah. Other states comprise Ga., Mich., Minn., Pa., Va., and Wis.

Pesticide Inventories

Carryover stocks of most pesticides in the hands of basic producers and formulators September 30, 1956, were larger than on the same date a year earlier, according to USDA.

Results of a survey conducted by USDA, in cooperation with the National Agricultural Chemicals Association, indicate that manufacturers kept 1956 output well above levels needed to meet increased demand and replenish distributive channels.

1957 Sugar Quota Set

Sugar quotas for 1957 totaling 8,800,000 short tons, raw value, were announced by USDA December 20. This total compares with initial quotas totaling 8,350,000 tons and final quotas totaling 9,000,000 tons for 1956.

Utah Canners Association

Ronald Wadsworth, division manager of the California Packing Corp. in Ogden, was elected president of the Utah Canners Association at the association's annual meeting. Other officers elected for 1957 are:

Herbert D. Landes, Pleasant Grove Canning Co., Salt Lake City, vice president; and Harvey F. Cahill, Ogden, reelected secretary-treasurer.

Dr. Mahoney Honored

Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, has been awarded honorary membership in the National Junior Vegetable Growers Association, in recognition of contributions during the past 30 years to the field of horticulture and particularly for assisting in the development of young men in that field.

The diamond pin signifying Dr. Mahoney's honorary membership was presented to him at the annual convention of the N.J.V.G.A. at the time that awards were presented for the N.C.A. Farm Youth Program and other youth contests conducted by N.J.V.G.A. Professor Grant Snyder, adult leader of the organization, presented the award to Dr. Mahoney.

Kirk Named to FDA Post

J. Kenneth Kirk, a specialist since 1940 in regulatory work on food in the Washington headquarters, has been appointed chief of the Food and Drug Administration's Boston District. He succeeds F. Leslie Hart, who has retired after 38 years of government work.

Mr. Kirk began his FDA career as a junior inspector in 1930 and did inspection work in New York, Buffalo, Pittsburgh, and Philadelphia, where he served as chief inspector from 1937 to 1940.

Stocks of Canned Foods on Dec. 1 and Season Shipments

Reports on canners' stocks and shipments of canned corn, peas, and pumpkin and squash, and a revised report on canned RSP cherry stocks have been issued by the N.C.A. Division of Statistics, and detailed reports covering the December 1 stock and shipment situation have been mailed to all packers of these products.

	Carryover month	Total Supply Dec. 1 1955	Total Supply Dec. 1 1956	Canners' Stocks Dec. 1 1955	Canners' Stocks Dec. 1 1956	Season Shipments to Dec. 1 1955	Season Shipments to Dec. 1 1956
		(thousands of actual cases)					
RSP cherries	July	5,027	3,103	2,456	1,584	2,571	1,519
Corn	Aug.	34,530	44,390	22,843	30,093	11,687	14,297
Peas	June	33,096	35,152	17,036	18,465	16,059	16,688
Pumpkin and squash	July	3,764	4,613	851	1,879	2,912	2,734

FDA Proposes Standard for Enriched Rice

Notice is given in the *Federal Register* of December 28 that the Commissioner of Food and Drugs proposes on his own initiative to adopt a definition and standard of identity for enriched rice.

The FDA invites all interested persons to submit their views in writing regarding the proposal within 30 days after its publication.

N.C.A. Questions Users of Labeling Manual

The N.C.A. has mailed to all known users of *Modern Labels for Canned Foods*, the Association's labeling manual, a questionaire which seeks to determine the usefulness of the manual. It also asks how frequently the manual should be revised and whether present users wish to remain on the mailing list to receive future revisions.

If sufficient replies are received in time, a summary of opinions will be reviewed by the N.C.A. Labeling Committee at its Convention meeting. Replies to the questionnaire should be addressed to the Labeling Research Division at N.C.A. headquarters.

Canners, Brokers, Suppliers Shown 'Three Squares' Film

Members of the Packaging Research Division of Owens-Illinois attended a special showing of "The Three Squares," the canning industry film produced under the current N.C.A. Consumer and Trade Relations Program, during the week of December 17. The audience numbered about 50, and the film was shown under the supervision of W. J. Bloomer of the Owens-Illinois organization.

The Libby, McNeill & Libby company has shown "The Three Squares" a total of six times in recent weeks in their Chicago office, to about 20 spectators at each showing. Four of the six groups were district managers of the firm who were receiving training in Chicago. The two other groups were composed of company executives and production personnel. Libby, McNeill & Libby is one of the N.C.A. member firms that purchased its own private print of the film.

The Pennsylvania Canners Association, one of the state and regional organizations that purchased its film for statewide showings, reports through Jack R. Grey, executive secretary, three recent showings of the movie. The Chas. G. Summers Company showed it at a meeting of their brokers held at their plant in New Freedom; later the Brittingham Brokerage Company, Norfolk, Va., showed the film to their buying committee and to a group of 20 superintendents. The C. H. Musselman Company showed it to their sales people on December 21.

Canning Industry Represented at Industrial Wastes Meeting

Robert A. Canham of the N.C.A. Washington Research Laboratory represented the canning industry at the annual meeting of the National Technical Task Committee on Industrial Wastes, held recently at the Mellon Institute.

The Committee is a voluntary group formed to work with the U. S. Public Health Service to protect the nation's water resources from pollution and contamination. Its members, representing all major industries, actively engage in research and development work on the utilization, treatment, and control of industrial wastes, and improvement of water quality controls. Emphasis is placed on the fact that an effective national program can be developed only by means of education of public health authorities, major branches of industry, and the technical and professional societies.

Meetings of the Task Committee provide a forum wherein members exchange information on the common problems of waste treatment and disposal. Frank J. McKee of the Kraft Foods Company, Chicago, was elected chairman of the Task Group, and Richard D. Hoak of Mellon Institute was elected vice chairman for the coming year.

QMC Lists Requirements for Canned Citrus Juices

Tentative requirements for canned citrus juices from the 1956-57 pack to meet the requirements of the armed forces were announced December 26 by the Department of Defense.

Procurement will be effected by the various Military Subsistence Market Centers of the Military Subsistence Supply Agency, with headquarters at 226 W. Jackson Blvd., Chicago 9, Ill.

Prepared by the Army QMC, the following estimated requirements, subject to modification, are listed to aid industry in planning 1956 production. In addition to the official announcement listing estimated requirements in pounds, the requirements have been converted to cases, using conversion factors in *Army Supply Manual 10-1-8900:*

	Grade	Type and/or Style	Can Size	Quantity (pounds)	Quantity (cases)
Grapefruit juice	A (Fancy)	Style I (natural)	12/No. 3 cyl.	2,925,000	77,586
			24/2	265,000	8,983
Orange juice	A (Fancy)	Style I (natural)	12/No. 3 cyl.	5,909,000	156,737
			24/2	680,000	23,051
Orange and grapefruit juice	A (Fancy)	Style I (natural)	12/No. 3 cyl.	6,654,000	176,499
			24/2	153,000	5,186

Grapefruit Sections for USDA

USDA announces that it contemplates purchasing an additional quantity of canned grapefruit sections from the 1956-57 crop with school lunch funds for use in the National School Lunch Program. Purchases will depend on the quantity available for early delivery and on total quantities and prices offered.

Details and specifications of the purchases are being mailed by USDA to grapefruit canners. Offers should be submitted to the Fruit and Vegetable Div., Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., by January 8 for acceptance by January 11. USDA will require deliveries during the period from January 27 through March 16.

The purchase of 196,000 cases of 12 No. 3 cylinder cans last December 13 was considerably less than the originally planned purchase, USDA said.

Fruit and Vegetable Study

(Concluded from page 1)

Colo. Other members of the group are:

W. E. Baier, research department manager, Sunkist Growers, Ontario, Calif.; Joseph Cannon, Jr., Cordele, Ga.; LeRoy Childs, president, Hood River Apple Growers Association, Hood River, Ore.; Dr. M. J. Copley, Chief, Western Utilization Research Branch, USDA, Albany, Calif.; Joffre C. David, general manager, Florida Fruit and Vegetable Association, Orlando, Fla.;

C. A. Greenleaf, Associate Director, Washington Research Laboratory, National Canners Association, Washington, D. C.; Walter K. Hines, general manager, Sun-Maid Raisin Growers, Fresno, Calif.; F. Gilbert Lamb, president, National Association of Frozen Food Packers, Washington, D. C.; Dr. Arthur N. Prater, president, C. B. Gentry Company, Los Angeles, Calif.;

A. J. Rogers, general manager, Cherry Growers, Inc., Traverse City, Mich.; Maurice Stone, secretary, Michigan State Bean Shippers Association, Saginaw, Mich.; A. E. Thorpe, secretary, Dried Fruit Association of California, San Francisco; and Herbert W. Voorhees, president, New Jersey Farm Bureau, Trenton, N. J.

ICC Proposes Safety Rules for Migrant Labor Movement

Notice is given in the *Federal Register* of December 29 that the Interstate Commerce Commission proposes to adopt regulations intended for application to carriers of migrant workers by motor vehicle.

P. L. 939, 84th Congress, authorized the ICC to establish reasonable requirements for the safety and comfort of migrant workers when transported by motor vehicle. Such authority is limited by the statute to transportation for distances of 75 miles or more, and then only when such transportation is across a state line. For purposes of these regulations, the ICC jurisdiction does not include motor common carriers or a migrant worker transporting himself and his immediate family, nor does it include transportation in a passenger automobile or station wagon.

The proposed regulations are based principally on provisions of the ICC Motor Carrier Safety Regulations, recommendations of the President's Committee on Migratory Labor, and provisions of the International Labor Agreement of 1951 between the U. S. and Mexico.

The ICC notice provides that interested persons may submit written statements concerning their views relating to the proposed regulations by February 12.

Woman's Day

Starting with the January issue, the A. & P. Stores magazine, *Woman's Day*, is enlarged and has a new format. The food articles include many canned foods.

On the cover it says that there are "Two weeks of menus for: A Safe Reducing Diet." Many of the menus include dietetic canned fruits. Those suggested are sugar-free canned applesauce, grapefruit, cherries, apricots, pineapple, peaches, figs, and fruit cocktail. Canned tomato juice, vegetable juice, clam juice, and pimientos are also included in the suggestions.

Another article, "The Starving Lunchtime Crowd," gives "tips and recipes to help you serve big portions to perpetually hungry small fry, without straining your food budget." Under the heading of soups, canned tomato soup is featured. Along with tomato soup, chicken noodle, pepper pot, chicken rice, oxtail, chicken gumbo, and green pea soups are also suggested. Other canned foods used are tuna, peas, salmon, beans with pork, bonito, mackerel, peaches and other canned fruits, corn, green beans, and carrots.

Four of the five recipes in the article "Perfect Deep-Dish Pies" use canned fruits in the interesting top-of-the-stove fillings. Red sour pitted cherries, apples, pineapple, and blueberries are used.

Household Magazine

In the January issue of *Household* magazine the article "You Can Bake A Pizza Pie . . ." features canned tomato paste, puree, and sauce in its two basic recipes for making pizza.

Miriam McKee, associate food editor and author of the article, gives numerous ways to vary pizza, from crust to the filling and topping. She starts with the recipes, "Zippy Tomato Sauce" and "Quick Tomato Topping," and says, "The list of pizza fillings is endless!" Canned foods used in the variation suggestions are mushrooms, anchovies, sardines, deviled ham, clams, and ripe olives.

Family Circle

In the January issue of *Family Circle* magazine the article "Fresh-As-Spring Fruit Cobblers" by Julia Lee Wright, homemaking editor, features five cobbler recipes, each using a canned fruit.

Shown in an attractive full-page color photograph is the recipe, "plum-good cobbler," using canned purple plums. The others include the following canned fruits: peaches, pears, pineapple, and fruit cocktail.

Miss Wright says, "There's hardly a fruit you can think of—canned, frozen, fresh, or dried—that doesn't take to cobblers."

Good Housekeeping

A drawing of a can of corn with a background of an ear of corn illustrates the full-page feature "Take A Can of Corn . . ." in the January *Good Housekeeping* magazine.

Introducing the seven corn recipes, the subtitle says, "Its fresh, fresh flavor stars in quick specialties." The recipes are "corn fritters, northern style," "corn souffle," "custard corn pudding," "curried franks and corn," "corn-and-chili casserole," "speedy corn relish," and "pantry-shelf corn chowder." Canned chili con carne and tomato juice are also used in corn recipes.

N.C.A. Publicizes Industry Efforts in Food Standards

Noting the effective date of FDA standards for canned pineapple and pineapple juice, the N.C.A. this week issued a general press release calling attention to the role of industry in the development of food standards on a scientific basis and their establishment in the interest of consumers.

The press release reported the canning industry's interest in adding the McNary-Mapes amendment to the Food and Drug Act of 1938 and described the reason for food standards. The release also pointed out that the industry worked with the government continuously for 15 years in the development of the pineapple standards.

Copies of the press release were distributed by N.C.A. to metropolitan dailies, newspaper wire services, and the canning industry trade journals.

Farm Youth Contest Publicity

A special publicity release covering the winning by Gary Marlin Bishop, Mt. Blanchard, Ohio, of the 1956 Canning Crops Contest established by the National Junior Vegetables Growers Association in cooperation with the N.C.A. has been distributed to 30 of the canning trade publications. Accompanying the release was a photograph showing young Bishop being congratulated by Dr. Charles H. Mahoney, N.C.A. Director of the Raw Products Research Bureau, and Professor Grant B. Snyder, N.J.V.G.A. adult advisor.

Disposal of Poultry Waste

A marketing research report by the USDA indicates that poultry processors should seek outlets for wastes from poultry slaughter before such by-products are discarded. Disposal of poultry waste is an expense in many plants and is a source of income in others, it was found.

The marketing research report is based on a survey of 343 poultry slaughtering plants and 55 rendering plants.

A single free copy of the report, *Utilization and Disposal of Poultry By-products and Wastes* (Marketing Research Report No. 143), may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

N.C.A. Mails Examples of Joint Corn Promotion Work

Corn canners were furnished, by means of a special mailing from the Association December 31, with two samples of recent promotion and publicity pieces featuring canned corn. These were a reprint from *Good Housekeeping* magazine and a special flyer issued by the USDA. The mailing was accompanied by the following explanatory letter from Executive Secretary Carlos Campbell:

Every day another editorial feature adds to the tremendous impact of the inter-industry coordinated promotion drive to move 1956's bountiful canned corn harvest.

Attached is a reprint from the January issue of *Good Housekeeping* Magazine . . . "Take A Can of Corn" . . . a full page of recipe features that will stimulate homemakers everywhere to serve more canned corn more often.

Good Housekeeping reaches three and one-half million families every month, and their food editorials are among the best read in the nation. Often called the magazine America lives by, *Good Housekeeping* now adds its great consumer force to the canned corn promotion.

Enclosed also is a copy of a special corn promotion flyer issued by the U. S. Department of Agriculture, already distributed in great quantity to the branch offices of the Agricultural Marketing Service.

These are two examples of the constant promotion of canned corn going on under both industry and government auspices.

USDA Issues Second Promotion Flyer on Canned Sweet Corn

A new canned sweet corn promotion flyer has just been issued by the Office of Information of the U. S. Department of Agriculture. With a prominent display headline "An Industry-Government Campaign," it points up the peak promotion period of January 23-February 2, 1957, and enunciates the government reasons and policies behind its special advocacy of canned corn promotion.

Text of the flyer follows:

Special Plentiful Foods Program

The U. S. Department of Agriculture is giving its full support to a sales campaign being conducted by the food industry on canned sweet corn. The industry is extending the sales campaign over the next several months, during the period from January 23 to February 2, 1957—under the title of "Case O' Canned Corn Week". And the Department is cooperating in that emphasis, with a Special Plentiful Foods Program scheduled for canned sweet corn for the January 23-February 2 period. This fact sheet has been prepared for food editors, broadcasters, and others who advise consumers about food, to present the facts of the situation, to help you cooperate in passing the word along to consumers.

The Reason? A Bumper Crop!

Behind this sales campaign is the fact that 1956 was a bumper year for growing sweet corn. Farmers planted more land to sweet corn for processing, and harvested 456,300 acres, or 17 percent more than the previous year. Favored by the good weather, they got record high yields, and the 1956 crop of sweet corn for processing totaled 1,742,300 tons — 48 percent larger than the previous year's production.

A Record Supply

Canners of corn are busy from August into October, or until the frost forces a close to the season. This year, they were extra busy, canning that large crop. They produced a total of almost 36 million cases of canned sweet corn. (That's stated on the equivalent basis of cases of 24 of the No. 2 cans; the "pack" figures are larger, if you count the actual number of cases of the varied-size cans in which canned corn is packed.) That pack is about 50 percent more canned corn than was produced in the previous year. In addition, a total of 1,794,000 cases (again basis 24/No. 2's) was on hand in canners' stocks at August 1, as packing of the new crop got under way. Adding that carry-over to the new pack gives a supply available for this marketing year of nearly 38 million cases—a record large supply, about 32 percent more corn than was available last marketing season.

Farmers' Stake in the Campaign

Marketing so large a supply of corn is a major enterprise, but successful marketing is vital, both to the industry and to the farmers who grow sweet corn for processing. Farmers particularly have a stake in successful marketing of the supply. Unless the pack is moved into use, it will reduce the amount of corn for which farmers have a market this coming year, and will also exert pressure on prices. In the contracting between farmers and canners for growing corn in the 1957 crop year, a heavy supply on the market might adversely affect the prices which canners pay to growers.

Top Quality, Top Value

With good growing weather, quality of the corn crop was excellent this past year, and that excellence is reflected in the quality of the canned corn now available. Sweet corn is packed in a variety of can sizes. For best value, check prices for the various sizes—choosing the most contents for the least money, in accordance with your particular needs.

The Case for Cases

To help move lots of corn into use quickly, the industry is putting emphasis on quantity sales—during its "Case O' Canned Corn Week." Retailers are planning special sales on canned sweet corn in quantity—passing along to consumers the savings they can effect by handling in large lots. Massive displays will emphasize the abundance of corn, and stress the value of buying it in quantity.

Varied

Canned sweet corn is packed in two styles—whole kernel, and cream style. Whole kernel makes up a little more than half the total pack; cream style a little less than half. There are two colors: golden, which makes up most of the pack, from a variety of golden hybrid corn varieties; and white, principally from a variety distinguished by its irregular rows.

Historic

Sweet corn is native to America. It was an important crop to the Indians of the Americas many centuries before Columbus' discovery. That original Indian corn was more colorful than it is now—sometimes blue, or black, or red, or a variety of colors. But modern consumers prefer their corn either golden or white, and horticulturists have developed the sweet corn of the Indians to please the tastes of modern consumers.

Widespread

Sweet corn is grown just about everywhere in the United States. The "big three" in packing canned corn are Minnesota, Wisconsin, and Illinois —but important amounts are packed in some 30 States.

Use More Canned Corn in These Many Ways

A generous stock of canned corn—convenient, thrifty, and rich in flavor —is a boon to any pantry. An ample stock is an assuring standby for the making of short-notice meals, and a real time-saver in regular meal preparation. Canned corn stands ready for all sorts of menu uses—in soups, fritters, puddings, cold vegetable salads, and vegetable combination dishes. Corn chowder is a natural for the wintry weather that's usual for late January and early February. Corn fritters are a novel accompaniment for a main dish, or good with sirup for lunch or supper. Corn adds variety to pancakes and waffles, and corn pudding is a popular favorite. Succotash; corn casseroles; fried corn; corn, tomato and cheese on toast; corn in pepper cups; scalloped corn—these are some of the many ways that canned corn has achieved its popularity, some of the many ways that offer opportunity to use more of the liberal supply of canned sweet corn that's currently available.

Iowa's Gov. Hoegh Proclaims Official Case O' Corn Week

January 23 through February 2 has been officially proclaimed "Case O' Corn Week" by Governor Leo A. Hoegh of Iowa. This period was selected for peak promotion of canned corn at a joint meeting of industry and USDA information men (see INFORMATION LETTER of Nov. 24, 1956), and is being featured in USDA promotions.

Guy Pollock, secretary of the Iowa-Nebraska Canners Association, was instrumental in obtaining the official Iowa proclamation, and announced it to members of his association December 20 when he received notice from the Iowa Development Commission that Governor Hoegh had signed it. Mr. Pollock is furnishing his members with copies suggesting that they use the document at retail outlets along with a display of canned corn and that they encourage their local newspapers to give publicity to the proclamation. Text of the Iowa proclamation follows:

Whereas, consider the contribution of corn to the progress of the world and to the strength of the democratic nations today,

Whereas, when the first European settlers came to America, corn—native to the great wilderness land—was the main agricultural crop of the natives, and

Whereas, it became the staple source of sustenance for the Colonists, and, no doubt, accounted for the survival of many of the early settlements, and

Whereas, from these settlements sprung the stock of patriots who threw off the shackles of despotism, and establishtd the most successful Republic in the history of the world—the United States of America, and

Whereas, this Republic stands today as the great core of strength of the nations opposing the advance of enslaving Communism, and

Whereas, corn continues to be a leading agricultural product of this country. Its use and production has spread to many parts of the world. It is valued for its hardiness, for its taste and for its nutritional values, and

Whereas, Iowa is the number one producer and, in fact, the very symbol of this important crop, and

Whereas, so much is produced that corn is far more than a delicious seasonal food. Vast quantities of it are canned for year-around use by people, and

Whereas, in the interest of nutrition, of agriculture and related industries, it is well that special attention be called, from time to time, to the abundance of this fine body-building, economical food on the shelves of all grocers so that the remainder may assist in keeping the demand in line with the supply and keeping farmers alert to providing a steady flow of this essential food to the markets.

Now, therefore, I, Leo A. Hoegh, Governor of Iowa, do hereby proclaim the period from January 23 through February 2, 1957, to be "Case O' Corn Week" in Iowa.

Farm Bureau Requests Help in Marketing of Canned Corn

The American Farm Bureau Federation has requested the National Association of Food Chains and the National Association of Retail Grocers to assist in the national campaign to help promote the sales of canned sweet corn. President Charles B. Shuman voiced this request in a letter to the heads of the two distributor organizations dated December 20.

His letter reviews the statistical situation in canned sweet corn, and mentions several requests from State Farm Bureaus in important sweet corn producing areas that something be done to move the excessive pack. From the point of view of the processing vegetable growers, the letter states, it is important that the 1956 production be marketed successfully so as to insure a favorable contracting situation next spring.

The N.A.R.G.U.S. organization has already organized an outline of canned corn promotion recommendations which is being distributed throughout its membership (see story elsewhere in this issue of the INFORMATION LETTER). Following a review of the stock and shipment situation, Mr. Shuman said:

In view of the record production and canned pack, there has been considerable discussion of this marketing problem among our processing vegetable grower membership. In recent weeks we have had requests from the State Farm Bureaus in such important sweet corn producing areas as New York, Maryland, Indiana, Wisconsin, Iowa, Minnesota and Oregon that we seek the assistance of your organization and its members in helping to promote the sale of canned sweet corn in the coming months.

From the processing vegetable growers' viewpoint it is very important that the 1956 production be marketed successfully in order to insure a favorable contracting situation next spring. If an unusually heavy carryover exists at that time, growers will suffer through a reduction in acreage contracted and contract prices offered. It is recognized that, except for several cooperatives, most growers have been paid for the 1956 production and the crop is now in the hands of the canning industry. However, processing sweet corn growers feel that they have the responsibility to assist in whatever way possible in the marketing of the crop in order to assure a favorable marketing situation next season.

Based on the above situation and the fact that the large supply of canned corn is found in practically all producing areas, the American Farm Bureau Federation requests your assistance in a national campaign to help promote the sales of canned sweet corn.

We would suggest that such a campaign be conducted at the earliest possible date, based on your experience in promoting the sales of such products.

As in the past, in connection with the various farmer-retailer marketing program, the Farm Bureaus at the various levels will endeavor to support the promotion campaign to the best of our ability.

We appreciate very much your cooperation in this matter.

NARGUS Issues Outline for Store Promotion, Canned Corn

An important outline of promotion suggestions has been prepared and is now being distributed by the National Association of Retail Grocers. The bulletin is being republished and circulated by all of the affiliated local and state associations of this widespread national distributor organization, and an additional 5,000 copies are being supplied to approximately 5,000 large supermarket operators with an annual sales volume of a million dollars or more.

The promotion piece was organized by Marie Kiefer, secretary-manager of N.A.R.G.U.S. It brings to the attention of the retail grocers the current merchandising program to sell large quantities of canned corn, and mentions the barrage of food publicity for canned corn now appearing in food columns and on radio and television. Effective advertising, merchandising, and sales push in retail food stores is urged, and the bulletin is amply loaded with advertising and selling slogans and with various suggestions for in-store merchandising and display. Mrs. Kiefer made sufficient copies available to N.C.A. for a mailing of one copy each to all corn canning firms and to the numerous individuals and organizations engaged in the current government-industry promotion.

Australia, South Africa Raise Canned Fruit Packs, Exports

Australia and the Union of South Africa have increased their production of canned fruits markedly in the past six years. Simultaneously, the United Kingdom has increased its purchases of canned fruits from these two countries and now receives substantial proportions of their total output.

According to reports to USDA's Foreign Agricultural Service, Australia packed about 4½ million standard cases of deciduous fruit in 1955-56 and the Union of South Africa nearly 4 million cases. For Australia the increase over 1950-51 was about 40 percent and for South Africa the increase was almost 100 percent.

The most spectacular gain was with canned apricots in the Union of South Africa, where production for 1955-56 represented five times the volume for 1950-51. Very substantial gains in volume also have been made for the other principal deciduous fruits canned.

South Africa is fast closing the gap in the lead which Australia holds as a supplier of canned fruit requirements of the United Kingdom. USDA reports that the U.K.'s foreign exchange policies are believed to have been highly influential in promoting the rapid growth of the canning industry in the two areas.

Approximately 80 percent of South Africa's canned fruit production in 1955-56 was marketed abroad, and about 73 percent of the production was shipped to the U.K. The export volume for this period amounts to 5½ times that of 1950-51. Canned fruit shipments from South African stocks also were made to Canada, New Zealand, Ireland, Sweden, and West Germany.

Australia's shipments of canned fruits to the U.K. during the 1955-56 season amounted to 78 percent of the entire Australian canned fruit production, an amount more than double that marketed in the U.K. during 1950-51.

1956 Annual Index

The 1956 annual index of the INFORMATION LETTER covering all issues from January 7 (No. 1569) through December 22 (No. 1615) is enclosed with this issue of the LETTER.

Service Rendered by Canners Directory to be Surveyed

In line with the current reappraisal of N.C.A. activities, the membership will shortly be surveyed as to their evaluation and use of the service represented by publication of the annual *Canners Directory*.

Questionnaires will be submitted to the membership from which it is hoped to ascertain their opinions as to the help the *Directory* gives them; how they use the publication; their opinion on desired frequency of publication; their views as to what type of information the book should contain; and other pertinent opinions. Findings of the survey will be presented to the Board of Directors for discussion and decision as to future publication of this annual work.

In the meantime, it is planned to omit publication of the 1957 edition. The current edition, the 1956 *Canners Directory*, thus can serve its owners and users throughout 1957, since changes in the data it carries are not expected to be extensive.

The *Canners Directory* lists commercial canners of the United States and territories, their headquarters addresses, factory locations, and products packed in each state, and has been for the past nine years a function of the N.C.A. Information Division. Previously it had been handled in the Treasurer's Office, where membership records are maintained, with the assistance of the Information staff when it came to printing and production. The Information Division begins work on the scheduling of advertising in the early fall each year. Compilation of the editorial data is begun during the Convention and is at a peak for about four months. The Information Division, besides performing the advertising and editorial work on the publication, manages all circulation detail, keeps the clerical records in all three departments, and does the billing for the advertising and circulation payments.

As with any sizable annual directory operation, some phase of the work is under way daily on a year-round basis, occupying annually about one-fifth of the time of the Information Division personnel.

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